

1           28. (Amended) The method of claim 25, wherein said  
2           request includes a domain name associated with a plurality  
3           of domain names, each of which includes a common domain name  
4           element, and said common domain name element [can be] is  
5           represented as INEEDSUBJECT.XXX, where "SUBJECT" is a subject  
6           matter object and where "XXX" is a top-level extension of the  
7           domain name.

1           34. (Amended) The method of Claim 1, wherein said  
2           request includes a common name identifying goods or services  
3           without identifying a particular provider thereof, and said  
4           step of selecting further includes the step of using the  
5           common name and a name linking policy to select the at least  
6           one name of the at least one provider while utilizing one or  
7           a combination of demographic information and geographic  
8           information of the consumer.

1           36. (Amended) The system of Claim 18, wherein said [name  
2           linking] module is operable to select the at least one name  
3           of the at least one provider using one or a combination of  
4           demographic information and geographic information.